

OUTLOOK

A WEEKLY NEWSPAPER FOR FACULTY AND STAFF AT THE UNIVERSITY OF MARYLAND AT COLLEGE PARK

JUNE 21, 1993
VOLUME 7, NUMBER 32

University to Offer Country's First Master's Degree in Survey Methodology

The country's first Master of Science degree in Survey Methodology will be offered this fall at the University of Maryland at College Park through a joint program with the University of Michigan and Westat, Inc., a survey organization located in Rockville, Md.

The program is funded by a five-year, \$4.1 million grant from the National Science Foundation through a congressional appropriation designed to improve the technical skills of the federal statistical work force.

According to Stanley Presser, professor of sociology at College Park and director of the new Joint Program in Survey Methodology, federal agencies spend billions of dollars on surveys that are vital to setting and administering government policy. But many of the professionals conducting these surveys have had no formal training in survey methods.

"The inter-disciplinary nature of survey methodology has thwarted previous efforts to formalize a program, but we can now offer these professionals an inter-disciplinary approach to state-of-the-art practices in the statistical and methodological aspects of surveys," says Presser.

"The Joint Program in Survey Methodology is, in essence, a department of survey methodology, coalescing the skills of survey statisticians and methodologists from a variety of institutions," added University of Michigan faculty member Robert Groves, associate director of the Joint

Program.

The program also will conduct innovative research in survey statistics and methodology, with special focus on federal surveys.

"This award is yet further recognition of our faculty's expertise and the institution's commitment to serve the needs of the state and nation," says President William E. Kirwan. "We look forward with great anticipation to working with our colleagues at the University of Michigan and Westat in the delivery of this vitally important new program."

The program will be administratively headquartered in College Park's College of Behavioral and Social Sciences, and will utilize expertise found in that college, but it also will draw on the expertise of professors from the Colleges of Education; Business and Management; and Computer, Mathematical and Physical Sciences; and the School of Public Affairs.

The Westat team will be led by Graham Kalton, who will be joined by other Westat senior technical staff to provide instruction in the graduate program.

In addition to Groves, two other University of Michigan staff will relocate to College Park, while other Michigan staff will remain in Ann Arbor and teach in the Joint Program through use of two-way audio/video connection.

Students who enroll in the program can choose from two areas of concentration: statistical science, focusing on sample design, estimation in complex samples, variance estimation, statistical measurement error models, and statistical adjustments for missing data; and social science, focusing on questionnaire design, modes of data collection, survey management, non-sampling error reduction, and cognitive psychological approaches to survey measurement.

—Beth Workman



Some of the 4,800 graduates who received degrees at Commencement on May 20.

INSIDE

Lilly Teaching Fellows Named

13 Faculty Receive Award.....3

Budget Supplement

Charts, Explanations, Etc.4-5

Goldhaber Retires

Reflects on Challenges Facing the University.....6

New MBA Curriculum

Workplace Experience is Key.....7

University Hosts U.S. and Russian Business Conference

Seven high-ranking Russian officials met with U.S. business leaders in College Park on June 11 and 12 to discuss mutually beneficial business development in Russia and the Newly Independent States.

The exclusive conference and business dialogue, titled "Russia and the United States—Economic Progress Through Cooperation," is designed to create and advance business relations by providing a forum for one-on-one consultations that will become the foundation of long-lasting business relationships.

"While the Clinton administration's assistance packages to Russia and other efforts to stabilize the ruble are substantial in their own right, they are actually only pump priming aimed at enticing private investment to make the major impact," says Warren Phillips, professor of government and politics, and senior vice chairman of Maryland-Moscow, Inc., which

organized the conference with the Russian Academy of National Economy. "And the key to private investment is better coordination between Russia's government and newly emerging private sector and the Western business community, which can only come about with significantly increased interaction and understanding."

They held discussions about economic reform in Russia, financial and banking infrastructures, and the creation of large-scale entrepreneurial cooperation with representatives from the International Monetary Fund, the World Bank, the U.S. Chamber of Commerce, BISNIS, Edison Electric Institute, SAIC, Unibros, Goldman-Sachs, CONOCO, the Marriott Corporation and others.

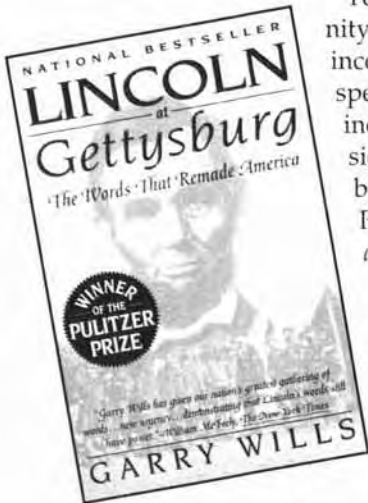
While Tolkachyov gave assurances that Russians are moving more rapid-

continued on page 2

Fourth of July Celebration

A country music concert and fireworks display will take place at the university on Sunday, July 4. The one-hour concert, featuring Marge Calhoun and The New Heartbreak Band, will be held in Lot 1 at 8 p.m. A fireworks display will follow at 9:15 or 9:30 p.m. The rain date for the fireworks display only will be Monday, July 5. Those attending the events may feel free to picnic, but alcohol will not be permitted. For more information, call 864-8877.

Freshman Theme Book Program to Begin in Fall



To increase the sense of community for first year students, all incoming freshmen will read a special theme book that will be incorporated into class discussions and lectures. The book to be used this fall is Garry Wills' Pulitzer Prize-winning *Lincoln at Gettysburg*.

The goal of the theme book program is to give first year students their first common experience together on campus, which usually doesn't occur until graduation, says

Student Regent Michael Seelman, who helped develop the idea with Student Government Association President Jennifer Kelly.

The book will be distributed to freshman at orientation, and then discussed in ENGL101, a class which most first year students are required to take. To reach those students not taking ENGL101, freshman orientation courses such as HONR100 and EDCP108O will also use the text.

The book was chosen on the basis of its readability, positive tone, inclusiveness, brevity, appropriate title,

engaging quality, and its easily understandable context.

The SGA has pledged \$10,000 in support of the program. Financial support has also been offered by the Provost's Office, the Student Affairs Office, and the University Honors Program. In addition, each of the 13 members of the Council of Deans has verbally pledged \$1,000.

"Jen and I are so excited that so many people could come together so quickly to accomplish this for the students of our university," says Seelman.

—Heather Davis

Shuttle-UM Wins Achievement Award

Shuttle-UM has been awarded the Neil E. Goldschmidt Achievement Award in the 1993 American Public Transit Association Bus Safety Award Competition. This award is given in recognition of high achievement in traffic and passenger safety among

transit systems of the United States and Canada.

A total of 124 transit systems, classified by bus vehicle miles operated, weather, population and general traffic conditions of the service area, were divided into five divisions and

competed for the Bus Safety Awards. Shuttle-UM was ranked second in its class for overall safety this past year.

The 1993 Achievement Award marks the second year in a row that a Neil E. Goldschmidt Award was received by Shuttle-UM. In 1992, Shuttle-UM received the Silver Award, given for best overall safety record in its class.



In mid-May, Coopers & Lybrand's Technology Network Exchange hosted its Collegiate Challenge in Reston, Virginia. The challenge? Global expansion—literally. Each five-student squad attempted to inflate a 12-inch globe using a variety of unconventional sources and an impractical design built to accomplish a simple, practical task. The grand prize of \$5,000 in scholarships went to a student team from the University of Virginia. Teams from George Washington University, Howard University and the University of Maryland at College Park (pictured above) split the remaining \$5,000 in scholarship awards.

Maryland-Moscow

continued from page 1

ly than ever to put into place appropriate legal, banking and insurance policies to facilitate business. Aganbegyan stressed the need for American government funds to assist in creating a market opportunity for Western companies. He also noted that the creation of Russian business plans and investment portfolios requires training that, despite being underway, would benefit from business-to-business relations.

The Russian Academy of National Economy is a direct arm of the Russian Council of Ministers and the country's leading training and research center providing solutions to the wide range of problems related to the Newly Independent States' transition to market economies.

Maryland-Moscow, Inc., is an independent, non-profit corporation established by the University of Maryland at College Park on the initiative of Maryland Governor Donald Schaefer.

—Beth Workman

Correction

- Bart Landry, sociology, should have been included in the 1993-94 Graduate Research Board Semester Research Award list that appeared in the May 3 *OUTLOOK*.

- Instead of combining to give in excess of \$1 million dollars to the university over the past two decades, a May 10 *OUTLOOK* photo caption of representatives from AlliedSignal, Inc. and the General Electric Company should have stated that *each* company has given more than \$1 million dollars.

OUTLOOK

OUTLOOK is the weekly faculty-staff newspaper serving the College Park campus community.

Kathryn Costello

Vice President for Institutional Advancement
Director of Public Information
Director of University Publications

Roland King
Judith Bair

John Fritz
John T. Consoli
Kerstin A. Neteler
Al Danegger
Jennifer Grogan
Wendy Henderson

Editor
Format Designer
Layout & Production
Photography
Production Interns

Letters to the editor, story suggestions, campus information & calendar items are welcome. Please submit all material at least two weeks before the Monday of publication. Send it to Editor *OUTLOOK*, 2101 Turner Building, through campus mail or to University of Maryland, College Park, MD 20742. Our telephone number is (301) 405-4621. Electronic mail address is jfritz@umdacc.umd.edu. Fax number is (301) 314-9344.

UNIVERSITY OF MARYLAND AT COLLEGE PARK

Therapeutic Massage Now Available at Health Center

Do you suffer from stress, tension, or aching muscles? If so, try the Therapeutic Massage Services at the University Health Center. Both Swedish Massage (for deep relaxation and stress reduction) and Deep Tissue Massage (to eliminate muscular pain) are available. Massages are provided by Gloria Ray Carpeneto, M.A., who is nationally certified in therapeutic massage and body-work and is a member of the American Massage Therapy Association (AMTA). The cost is \$30/hour, \$20/half hour, or \$15 for a 15-minute head and neck massage. Patrons should pay through the university. For more information or to schedule an appointment, call the Health Education Office at 314-8128.

1993-1994 Lilly-CTE Teaching Fellows Named



Standing (l-r) are Maynard Mack, Jr., co-director of the program; Bruce James, Spencer Benson, Patrick Craig, Charles Schwartz, Marilee Lindemann, Jo Paoletti and Ira Berlin, acting dean for undergraduate studies; seated (l-r) are Richard Racusen, Ronald Terchek and Gabriele Strauch.

The university's Lilly-CTE Teaching Fellows Program is designed to provide faculty members with the opportunity to meet regularly during the academic year to develop individual and common interests in undergraduate teaching.

Thirteen faculty members from diverse disciplines have been selected to be 1993-94 Lilly-CTE Teaching Fellows.

They are: Spencer Benson, assistant professor, microbiology; Erve Chambers, professor, anthropology; Patrick M. Craig, associate professor, art; Patti Gillespie, professor, theatre; Bruce James, associate professor, agronomy; Peggy Johnson, associate professor, civil engineering; Marilee Lindemann, assistant professor, English; John Oflahavan, assistant professor, curriculum and instruction; Jo Paoletti, associate professor, American studies; Richard Racusen,

associate professor, botany; Charles W. Schwartz, associate professor, civil engineering; Gabriele L. Strauch, associate professor, German and Slavic; and Ronald J. Terchek, associate professor, government and politics.

This program is open to all full-time tenured and tenure track faculty regardless of rank. Faculty members are each provided with \$3,000 to assist with the development of projects and topics related to undergraduate teaching.

The Lilly-CTE Teaching Fellows Program is a joint venture between the Office of the Dean for Undergraduate Studies and the Center for Teaching Excellence (CTE). It continues to kindle some of the most exciting dialogues and projects concerning undergraduate education, and is dedicated to improving the climate for teaching on this campus.

"What makes this program so unique is that it allows faculty from several disciplines to come together outside of their individual departments and broaden their horizons concerning methods and ideas for teaching," says Jim Greenberg, co-

director for the Lilly-CTE Teaching Fellows program.

The 1992-93 fellows accomplished more than they expected last year and felt the year's efforts to be a success. As a part of their efforts, they organized an Invitational Symposium last spring entitled, "Revitalizing Higher Education Through Revaluing Teaching".

The 1993-94 Fellows will begin meeting at the start of the academic year. Forthcoming plans have yet to be decided.

For more information on the program, call Jim Greenberg at 405-3154 or 405-9363.

—Kathy Etemad



George Meyerson, president of the System Sciences Division of the Computer Science Corporation, visited College Park for a luncheon with President Kirwan and a check presentation for the College of Computer, Mathematical and Physical Sciences. The \$10,500 gift is the second annual installment for a CSC scholarship for academically talented students in the Department of Computer Science.

Letter to the Editor

The article by Solly Granatstein, "Libraries Saddled with Budget Cuts and Rising Journal Costs" (April 19 issue of *OUTLOOK*) includes the suggestion that faculty should use their influence to restrain publishers from charging excessive subscription prices for journals. But the only way to influence those publishers is to start canceling subscriptions for the worst offenders.

It would make sense to start with Gordon & Breach, since they have become notorious for trying, through lawsuits and threatening letters, to intimidate scientists and librarians who have complained about their excessive prices. Gordon & Breach's reputation is now so bad that they have trouble getting scientists to edit their journals or submit good papers to them, so the journals are becoming worthless. Canceling most or all Gordon & Breach journals would ease the UMCP library budget and also serve as a warning to other publishers.

—Stephen G. Brush
History & IPST, UMCP
(on leave for 1992-93)

Stone Receives NSF Grant to Study Urban Education

Clarence Stone, professor of government and politics, has been awarded a \$420,000 National Science Foundation grant for a project studying the politics of urban education in ten large American cities.

In addition to Stone, the principal investigator, the 17-member research team includes well-known urban scholars from a number of academic institutions from around the nation.

The cities to be studied include Atlanta, Baltimore, Denver, Detroit, Houston, Los Angeles, Pittsburgh, St. Louis, San Francisco and Washington, D.C.

Many studies conclude that classrooms in the inner city are overcrowded and underfunded, and that urban school systems have not taken the appropriate steps to accommodate or serve the increasingly poor and mainly minority students that

they serve.

The research will examine the connections between schools and many other urban institutions that contribute formally and informally to the process of education. In particular, the project seeks to discover the civic and political circumstances that have allowed some cities to respond to the crisis in urban education more effectively than others.

The study will begin examining pre-K programs and finish with post-graduation transitions to college or work, and will focus on the efforts of inner city schools to initiate innovative programs.

The project will analyze successful and unsuccessful attempts at school reform, and include a list of recommendations for government, school, and community officials. The study is to be completed in 1995.



Clarence Stone

Editor's Note

When the 1994 fiscal year begins next week, the university will have completed a process that is one and half years long and includes documentation of everything from the odometer readings on all vehicles to the number of PCs. Developed by Warren Kelley, acting director of ORPB, this chart provides a general overview of the operating and capital budget processes. Exact revenue-expenditure descriptions are difficult to represent, but generally revenue sources progress from left to right as arrows; expenses end in boxes.

Budget Office Creates New Preparation Software

To simplify the process of preparing the university's budget, the Office of Resource Planning and Budgets (ORPB) distributed a budget software package to departments and colleges to replace the bulky computer printouts they used to send out and receive several years ago.

The Preparation Analysis Support System (PASS), which replaced Microbud, a previous software package used since 1989, includes menu-driven screens, data query capabilities and can be distributed and retrieved across the campus network.

"We used to get printouts that were four feet high," says Warren Kelley, acting director of ORPB. "This year, we just distributed and collected the information on floppy disks and consolidated it into our overall working budget."

The idea for PASS was created when former assistant vice president for ORPB James Hyatt and Bill McLean, director of budget and fiscal affairs in academic affairs, were dissatisfied with the Microbud software system.

"We checked with a number of institutions, including MIT, concerning the types of budget and analysis systems they were using," says Hyatt, now associate chancellor at UC-Berkeley. "They were basically entering budget data into spreadsheet software, such as Excel and Lotus."

Rather than adapt commercial budget software to their needs, Hyatt and McLean—who named the system—worked with the College of Computer, Mathematical and Physical Sciences over a two year period to develop and test PASS.

ORPB Systems Analyst Juancho Bano, who actually developed the package and oversaw the training and implementation of PASS with 80 budget officers on campus this year, received rave reviews. He's even received a request from UMBC to do a presentation.

The PASS software could become popular at other institutions, too. Though Berkeley's budget preparation process is different from College Park's, Hyatt says he is looking at how to integrate PASS into Berkeley's new relational budget system.

"I believe PASS is quite unique in the world of budget preparation at higher education institutions," he says.

—John Fritz

OPERATING BUDGET PROCESS

• \$596 million for FY '94

Non-State Program

- Sponsored Research
- Private Giving
- Auxiliary (self-supporting) Enterprises
- Mandatory fees
- \$266m for FY '94

University projects non-state budget levels for sponsored research; reviews auxiliary budgets such as intercollegiate athletics and Shuttle-UM; mandatory fees are set.

Begin Asking Budget

BOR submits Asking Budget to DBFP which forwards to governor after review

State Program

- Tuition
- General Funds
- \$330m for FY '94

UMCP is one of 11 system institutions that, through BOR, submits Current People Services request for general funds for the state program. Funding ceiling is set; needs & planning will become more defined at end of the current fiscal year.

Tuition and associated fees are set; UMSA allocates use of general funds for institutional priorities such as enhancement plan and/or state-mandated increases such as COLA.

CPS REQUEST

ASKING BUDGET

January

July

GO

CAPITAL BUDGET PROCESS

Facilities Renewal

Similar to depreciation expense, this annual budget program provides for renovation of existing facilities and infrastructure.

Via CPS, fac. ren. funding ceiling is set. Since '90, operating funding was cut from \$11m to \$4m annually by shifting part of base to state capital budget.

Project listing submitted with Asking Operating Budget.

System Funded Construction

Non-state funded allocations for specific construction projects.

Can UM: con pro;

State Capital Budget

State-funded allocations for teaching, research, service and institutional support facilities.

Through BOR, UMCP request for capital funds is submitted as part of UMSA capital budget to DBFP/MHEC.

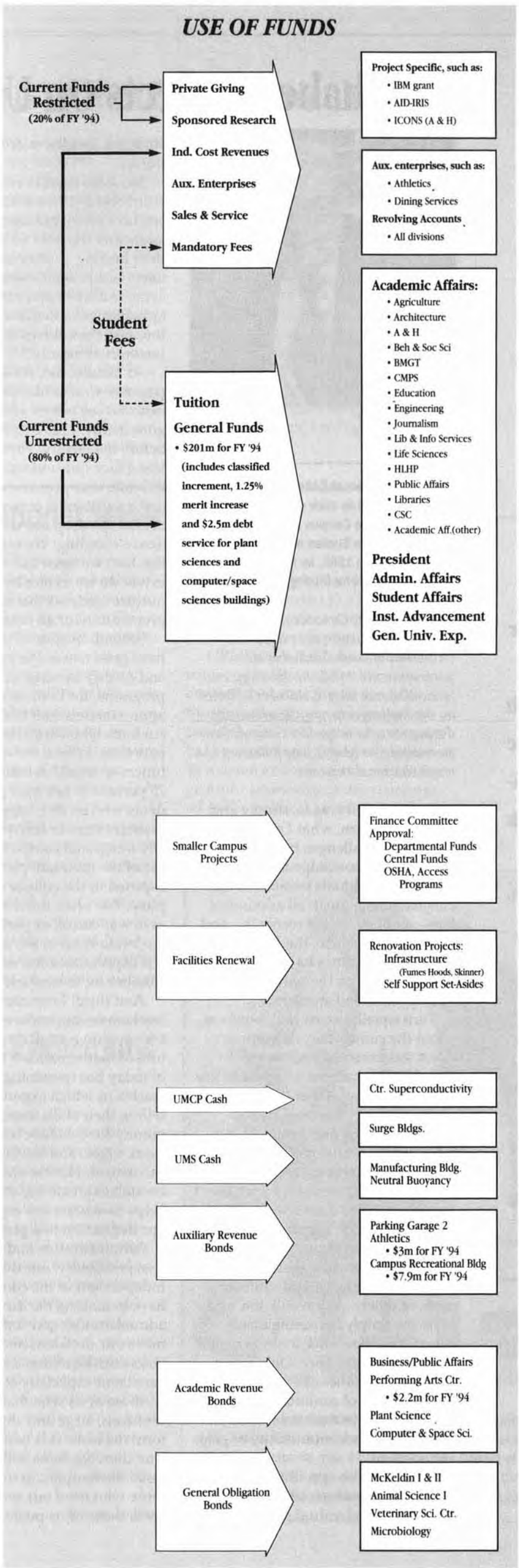
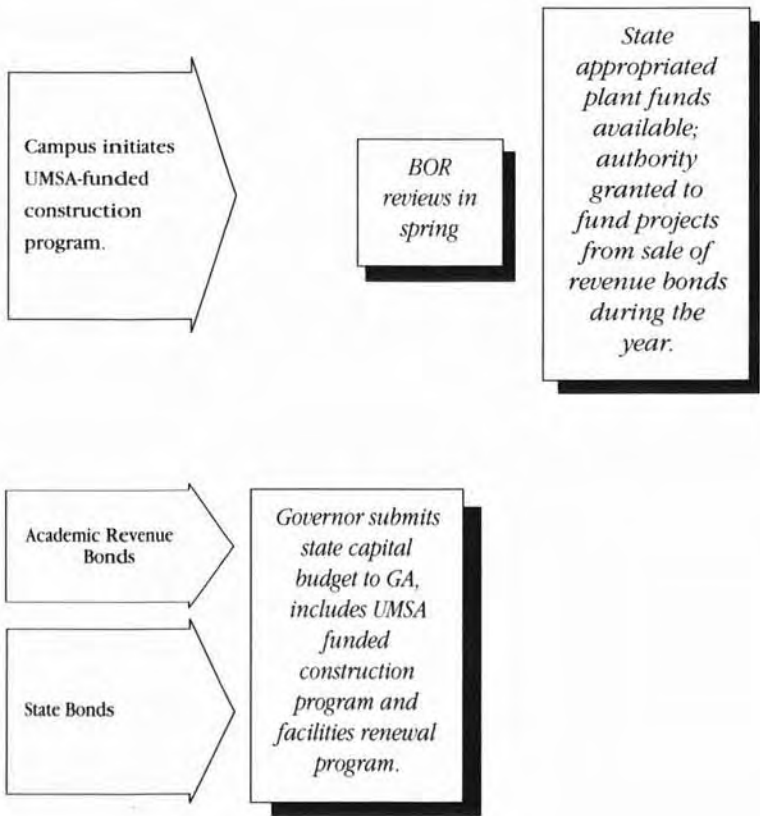
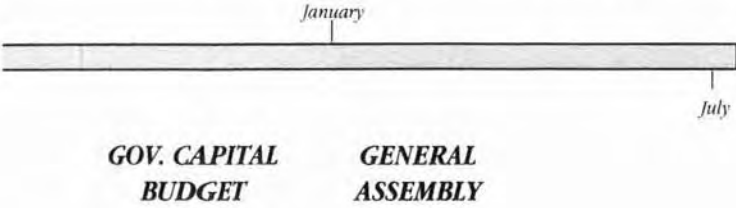
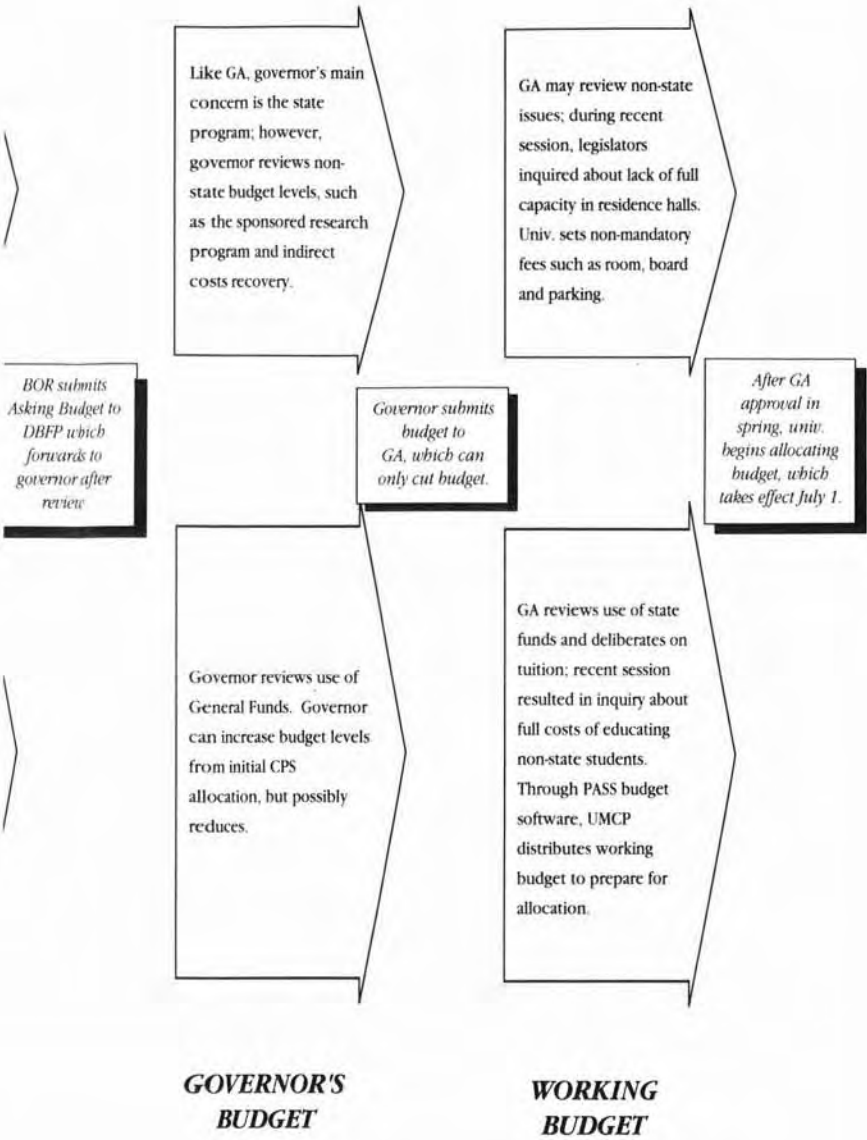
DBFP/DGS Hearings

Acad

State

Budget Key
BOR = Board of Regents
UMSA = University of Maryland System Administration
MHEC = Maryland Higher Education Commission
DPFP = Department of Budget and Fiscal Planning
DGS = Department of General Services
CPS = Current People Services
GA = General Assembly

PROCESS



Songbook Celebrates 100 Years of "Songs of Spirit"

Most students, alumni and community residents are familiar with the songs "Maryland, My Maryland" and "The Maryland Alma Mater," but how many can hum a few bars of "Terrapins on Parade"? The new *College Park Song Book*, to contain over twenty-five school songs that have served College Park for over 130 years, will serve as a reminder of old favorites. The University of Maryland Bands have collected and arranged these songs, but have not, in some cases, been able to recover complete versions. If you have music for any old Maryland school songs, or if you have interesting anecdotes about their use, contact the Band Office, 1106 Tawes Fine Arts Building, or call 405-5542.

Goldhaber Reflects on University's Growth



During his 32 years at College Park, Jacob Goldhaber served as chair of the math department, chair of the Campus Senate, acting dean for Graduate Studies and Research, and acting provost. In 1986, he received the President's Medal for Distinguished Service.

Because of our long and close relationship, it is impossible for me to separate my institutional view of Jack from my personal view. I have benefited from his leadership, learned from his counsel, been sustained by his support, and enriched by his friendship.

—William E. Kirwan

At the recent Commencement exercises, President Kirwan announced the retirement of Jacob Goldhaber after 32 years of service. While he didn't give a farewell speech then, Goldhaber reflected on the challenges facing the university during remarks to the last Campus Senate meeting on May 6. The following is a much shortened version.

I want to tell you, as simply and honestly as I can, what I see as the immediate challenges before us.

First, I acknowledge that the setbacks to individuals because of the cuts have been great: all administrators—all of us—must recognize, and in no way minimize, the fact that the financial difficulties have meant personal sacrifice on the part of many faculty, staff, and students.

I am equally concerned, however, about the cumulative, deleterious effect this crisis has had on the morale of the campus as a whole: my clear impression is that the fabric of our community has been frayed.

I believe, first and foremost, it is absolutely essential that we reaffirm our belief in community. But, how are we to be a community if we don't trust each other? And unfortunately, I have recently felt a growing distrust in our relations on campus—too many of us appear to distrust the intentions, methods, and ultimate goals of others. As a result, too many of us are simply becoming disengaged. We have work to do to regain our trust in each other. Only when we trust each other can we maintain the hallmarks of community—civility and openness in discourse, concern for individuals, communality of goals and mission.

There are also specific issues we need to address from the vantage point of our individual groups: as

students, faculty, staff and administrators.

Students need to remember that education is a two-sided equation: teachers teach, but students must learn, and must do so by the sweat of their brows. . . . How well do the students accept their responsibilities, to come to classes prepared, to keep appointments, to question, to immerse themselves in the life of intellectual inquiry?

As faculty, too, we also need to pause now, consider our responsibilities, and see where our efforts have gone astray. I have three items to put before the faculty. First: Let me give you a fact: our undergraduate retention rate is approximately 52 percent and a substantial majority of the students who drop out are in good academic standing: We must care about this fact; we must ask why? To what extent do we as faculty have a duty to nurture students that extends beyond preparation for an hour lecture?

Second: In spite of the fact that we have grown over the years in stature and quality in many of our graduate programs, for so these many years, approximately half of the graduate students who enroll each year are part-time. Why is the number of full-timers so small? A corollary issue: the 75 percent of full-time graduate students who receive support through assistantships or fellowships are usually integrated completely into the life of the graduate program and are exposed to the culture of the discipline. Too often those who pay their own way as full or part-time students are left to twist in the wind. What are our expectations for, and our responsibilities to, these students?

And third: I remember one of my teachers saying to the class, "I will take you on a stroll through the pasture of mathematics." The university of today has increasingly become a market in which experts pass through selling their skills instead of a community for scholars, full of commitment, vigor, and intellectual excitement. Has the campus done enough to create the atmosphere that helps us sustain our joy, our pleasure, our dedication to a great calling?

Administrators and staff also have a responsibility: our duty is to serve. Independent of the comfort level we have in making the decisions, we—administrators and staff—should make our decisions and perform our tasks with humility. Even at the university, or especially at the university, those of us who make the decisions, large and small, and perform the tasks that fuel the engine of a modern academic enterprise must resist the temptation to lord it over those who need our service. At every level, those of us pushing the paper

and monitoring the rules need to remember that we are here to help—in tone, manner, and action.

Before Vietnam, each faculty member had the responsibility to advise students. During the Vietnam period, at the urging of students, the faculty were unburdened of this responsibility. But the need for advising of students remains. Many of our students never get to know a faculty member outside the classroom; their needs range from having a trusted faculty member to write a letter of recommendation to knowing a faculty member who can guide and encourage their growth within a discipline. How can we meet these needs? I recall that very recently the Senate had the courage and foresight to add the responsibility of teaching to the duties of administrators; might we not once again also have a policy that requires all faculty members to serve as student advisors?

A second issue the Senate needs to address is faculty productivity and its compensation. Why not empower a tenured faculty member to arrange with the department chair that for a period of time, say three years, the faculty member's merit would be judged predominantly by productivity in teaching? Some such policy needs to be devised that sends the clear message that productivity in teaching is on a par with productivity in research.

We have come a long way in achieving the goal of being a great university. We surged in the 50s and 60s, throwing off the old image of a university whose one claim to fame was thought to be its football team. We have been on a surge in the 80s, taking on new challenges, certain that we could move from being a good state research university to a great state research university. We have a long way to go. We have the potential for greatness; we have a lot going for us. But our vision of the university we wish to become must go beyond the here and now. If our aspiration is to become only the kind of institution that we now perceive as great, based on current models, not only will we not significantly improve, we will backslide.

We have had high aspirations, we did indeed accomplish much, and we can draw renewed strength from our achievements. Our next surge must be fueled by our pride, creativity, and self-confidence as much as by renewed financial resources. We have weathered a severe storm and now we must once again be bold in our aspirations.

Now We're Cooking!

The 1993 Student Affairs Cookbook is now available. Included are over 150 recipes, from "Sweet & Sour Plum Salad" to "Aunt Michelle's Dog Biscuits." All proceeds will go to the Student Affairs Scholarship Fund which is part of the faculty and staff campaign. Any donation (tax deductible) will be accepted, but a minimum of \$10 is suggested. Couriers will deliver cookbooks to purchasers' offices. Send orders and checks (made payable to the University of Maryland Foundation) to Anita K. Ahalt, Office of Commuter Affairs, 1195 Stamp Student Union. For more information, call 314-5274.

NEWS

"Action Learning" to be Focus of New MBA Curriculum

Faculty of the College of Business and Management voted unanimously in May to adopt a new curriculum for the MBA program.

The new curriculum's most striking feature is its emphasis on "action learning," that is, experienced-based rather than lecture-or case-based learning. Students will be divided into teams of five and put to work on real-world problems in actual companies or non-profit organizations. Each field project will provide students with far more extensive hands-on experience than that which they now receive.

Students also will participate in

seven Experiential Learning Modules (ELMs), which are intensive, week-long courses that focus on such topics as leadership and career development, business ethics, and international business. Part of each ELM will be spent in the classroom, but a larger portion will consist of visiting companies and hearing from practitioners.

Another key aspect of the new curriculum is the increase in the number of electives available to students: 21 credit hours out of the 54 required. Currently, students can take only 12 credit hours of electives.

In addition, the college will hire a director of business communication

who will develop a comprehensive communications program for MBAs. The director will teach courses in written and oral communications, and work closely with instructors to ensure the use of good communications skills in all courses.

"This curriculum is a good example of the Maryland Business School's commitment to continuous improvement," says Dean William Mayer. "It shows just how serious we are about improving our product—our students—so that they meet the requirements of our customers, the people who employ our MBA graduates."

—Mercy Coogan

College Park to Participate in National Service Initiative

MPOWER, the university's Summer Service Program, is one of 17 pilot programs selected to be a part of President Clinton's "Summer of Service" Initiative. Over 430 programs competed for the 17 slots.

"This is a wonderful opportunity for the University of Maryland and our community to be a part of a national effort that focuses people on helping one another," says President William E. Kirwan.

The university's Center for Political Leadership and Participation (CPLP) and the Office of Community Service developed the MPOWER program in partnership with Volunteer Maryland and the Maryland Student Service Alliance (MSSA). The program was designed to address the health, educational, and environmental issues affecting youth at risk in Baltimore City.

The MPOWER program will recruit 75 Maryland high school students, from diverse racial, economic, and educational backgrounds. Students will be paid for participating in a variety of community service activities including tutoring, mentoring, promotion of good health habits and environmental clean up.

MPOWER participants enroll in service-learning and leadership training courses, designed to help students understand the significance of their community service commitment. The course will be conducted by CPLP, nationally recognized in the area of leadership and public service development.

Upon completing a nine week service term, program participants will receive course credit and a \$1,000 post benefit educational gift. In addition, the university has established a

four year National Service Scholarship to be awarded to a Maryland high school student participating in the MPOWER program.

CPLP was established to foster future generations of political leaders, activists, and public servants through education, service, and research. CPLP is especially committed to encouraging the participation of women and minorities, and other groups historically under-represented in the political process.

—Ermette Purce

Business Faculty Make Teaching Evaluations Available to Students

The "grades" faculty receive from students have always been privileged information, available only to department chairs, the dean and individual faculty members. This is no longer the case at the College of Business and Management.

Beginning next semester, undergraduate and graduate students will have access to this information. Survey results will be placed in unlocked file cabinets in three locations throughout the college, and will be available to students during the business day.

"To my knowledge, the business school is the only unit on campus to open up teacher evaluations to students," said James Greenberg, director of the campus' Center for Teaching Excellence. "I hope others will do likewise."

In addition to making the information collected on teacher surveys available to students, the business school is completely revamping the instrument it uses to measure classroom performance. These new and improved surveys will contain many open-ended questions that will let students go into greater detail about their classroom experiences. In addition, the data will be used to make many more correlations than are currently made, such as, whether or not the student looked forward to the course he/she is now evaluating, and whether it was an elective or required course. The additional correlations will make the entire evaluation process more equitable both to students and faculty.

—Mercy Coogan



Photo by: Andy Neidinger

Two students test the strength of their balsa wood platform during the 14th Annual Odyssey of the Mind World Finals Competition. About 14,000 participants from 47 U.S. states, the District of Columbia and 17 other countries attended the competition held at College Park from June 1 to 7. By the way, the strongest platform held 1210 pounds.

Brown Bag Concerts Held Every Thursday

Starting Thursday, June 17, and continuing every Thursday throughout the summer, you can enjoy your lunch listening to live classical, string and light jazz music outside of the Stamp Student Union (the Atrium will serve as the rain location). Concerts will start at 11:30 a.m. and end at 12:30 p.m. Call 314-8618 for more information and a schedule of performers.

GTE Focus Grant Helps Minorities in Science and Math



Rosemary Parker

In 1992, General Telephone Electronics sponsored a competition among colleges and universities to promote innovative programs to help traditionally under-represented minority students enter and complete undergraduate degrees in mathematics, the sciences, or engineering.

One of fifteen recipients nationwide, the university's Center for Minorities in Science and Engineering received a \$30,000 grant which is designed to be spent over two academic years for the Transfer Project, a program to initiate recruitment and retention activities for minority students transferring from community colleges.

The Center for Minorities in Science and Engineering is dedicated to increasing retention and graduation rates for African Americans, Hispanic and Native American students majoring in engineering and computer science. The Center will enhance its

present spectrum of successful minority student support programs by commencing with recruitment and retention activities specifically targeted at community colleges that are within commuting distance of the College Park campus.

In particular, the Center will begin by working with faculty and administrators at Prince George's Community College, the New Community College of Baltimore, and Montgomery College to identify and recruit minority students interested in science and engineering.

Because the objective of the Transfer Project is to recruit as many minority students from these populations, students from the surrounding community colleges will be invited to campus to tour labs, visit classes, and interact with engineering faculty and students. The students will participate in programs and activities of the Black Engineers Society and the Society of Hispanic Professional Engineers.

The Center plans to develop a recruitment brochure and newsletter targeted to minority transfer students. The newsletter will provide information to both enrolled and potential students about issues and activities pertinent to transfer students.

The most visible evidence of this program will begin in September, when meetings with community college personnel and the Center will commence.

Rosemary Parker, director for the Center for Minorities in Science and Engineering states, "This summer is our time to spend putting things into place in order to go full force in September."

For more information on The Transfer Project and the Center for Minorities in Science and Engineering, call Rosemary Parker at 405-3878.

—Kathy Etamad

URCI Manages Space Station Grant

A team of Russian design engineers has been meeting with the NASA Space Station Redesign Team, with the aim of producing a more streamlined space station design by early June. Roald Sagdeev, distinguished professor of physics and director of the university's East-West Space Science Center, was called upon by NASA to coordinate the collaboration between the Russian Space Agency and the NASA team (see April 26 *OUTLOOK*).

Given the need for rapid execution of this effort, and the international complexities involved, College Park turned to the newly-formed University Research Corporation International (URCI) to receive and administer the NASA grant. URCI (incorporated in 1991 as an affiliate of College Park) quickly processed the necessary documents, arranged for federal financing, and provided the grant administration necessary to assure prompt response and adherence to federal requirements.

The emergence of URCI was possible through the foresight and efforts of the Chancellor and the Board of Regents in approving the Corporation as an affiliate of the University of Maryland at College Park. URCI is expected to become the recipient of a large US AID-funded IRIS grant project now housed at College Park.



Twelve Russian fire officers from Moscow were treated to an educational and cultural exchange with officials of the university's Maryland Fire and Rescue Institute during their week-long visit to Maryland in late April. Mouliskin Viacheslav, deputy chief of the Moscow Region Fire Department, shows off the MFRI faculty shirt presented to him by Director Steven Edwards (third from left) at an April 30 forum and social. President Kirwan presented the officers with a University of Maryland plate; in return, he was presented with a Russian vase. Eugeni Karpov, deputy chief of fire suppression, holds a Russian glass helmet which he later presented to Director Edwards.



Winners of the second annual UMCP Paper Competition Awards sponsored by Science Applications International Corporation (SAIC) were honored at a banquet on May 15. The awards are offered for outstanding papers in the fields of electrical and mechanical engineering, aerospace engineering, physics, applied mathematics, computer science, chemistry, international relations and environmental sciences. The \$500 awards are presented to individual students or student teams. Pictured (l to r) are Robert Rehboldt, senior, fire protection engineering; Steven Burns, senior, aerospace engineering; William Layson, senior vice president, SAIC; Laura Knox, recent graduate, mechanical engineering; and Donald DeVost, senior, mechanical engineering.

